CUSTOMER SATISFACTION AND SERVICE QUALITY OF 4G TELECOM SERVICE PROVIDERS IN HIMACHAL PRADESH

SYNOPSIS

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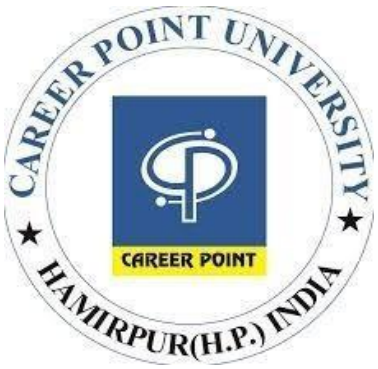

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CHAPTER 1

INTRODUCTION

"One satisfied customer brings ten more customers along with him where as one dissatisfied customer takes away ten more customers"

Today companies face their toughest competition. Moving from a product and sales philosophy to a marketing philosophy, however, gives a company a better chance of out performing competition. Customer centered companies are focus on building customer relationships, not only products. They are skilled in market engineering, not just product engineering. In the present market, we see every business always starts and closes with customers and so the customers must be treated as the King of the market. All the business development, profit, status, public image, market image, share market, turnover etc of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and make sure that they are satisfied customer.

Customer satisfaction includes gratification, pleasure and fulfillment of desire. This is feeling that emanates from fulfillment of needs and wants. It differs from person to person. It is direct outcome of product or services. **Customer satisfaction is the measure of how the needs and responses are alliance and delivered to increase customer expectation**. It can only be achieved if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance proponent and basic differentiator of business strategies. Hence, the more customer satisfaction leads to more business and the bonding with customer.

Howard and Seth (1969) : "customer satisfaction is the buyer's cognitive state of being adequately and inadequately rewarded for the sacrifice he/she has undergone"

Day and Landon(1977): satisfaction is important to the individual consumer because it reflects a positive outcome from the outlay of scarce resources and/or the fulfillment of unmet desires."

Churchill and Suprenant (1982) : "An outcome of purchase and use resulting from the buyer's comparison of the rewards and the costs of the purchase relative to anticipated consequences."

Customer satisfaction is a part of customer's experience that seeks a supplier's behavior on

customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business activities like marketing, product manufacturing, engineering, quality of products and services, handling customer's problems and queries, completion of project, post-delivery services, complaint management etc. Customer satisfaction is the overall essence of the impression by the customers towards the suppliers. This impression which a customer makes regarding supplier includes all the process he goes through, communications with customer before doing any marketing and delivery options and services and managing queries or complaints post delivery.These aspects helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction. Customer's perception on supplier helps the customer choose among the supplier on basis of money value and how well the delivered products suit all the requirements. The supplier's services never finished or decreasing after the delivery as customer seeks high values post marketing services which could help them use and customize the delivered product more efficiently. If he is satisfied with the post marketing services then there are more opportunity for supplier to retain the customers to enhance repeated purchases and make good business profits.

It is necessary for an organization to interact and communicate with customers on a regular basis to increase the level of customer satisfaction. With these interactions and communications, companies can more learn and determine all individual customer needs

and respond accordingly. Even if the products are identical in competing markets, satisfaction provides high retention rates. For example, shoppers and retailers are engaged with frequent shopping and credit cards to gain customer satisfaction. If the satisfaction level is high, the sentimental attachment of customers with that specific brand of product and with supplier will also high. This helps in making a strong and healthy customer-supplier relationship. This healthy relationship forces the customer to be tied up with that particular supplier and chances of defection very less. Hence customer satisfaction is very important aspect that every supplier should focus on to establish a renounced position in the global market and enhance business and profit.

The Kano Model of Customer (Consumer) Satisfaction

The Kano Model of Customer Satisfaction classifies product attributes based on how they are perceived by customers and their effect on customer satisfaction. These classifications are useful for guiding design decisions in that they indicate when good is good enough, and when

more is better. The Kano Model is also known as "Kano Analysis" was created by Japan's Dr. Noriaki Kano in 1984 and to this day it remains to be a useful tool in Product and Service Development. The model brings out then online relationship between the product performance and customer satisfaction. The model divides product attributes into four categories: threshold, performance, excitement and indifferent Threshold Attributes: These are the attributes that are expected by the customers and therefore are the "musts" of a product or service. These are the points of parity and do not provide an opportunity for product differentiation. Improving the performance of these attributes do not guarantee increased customer satisfaction and may only add to the cost of product. What is important is the absence or even poor performance of these attributes would cause great dissatisfaction. Threshold attributes are not typically capture din Quality Function Deployment(QFDs). For example, a threshold attribute can be four wheels in a car.

Performance Attributes: Performance attributes are those for which more is merrier. The better fulfillment leads to linear increment of customer satisfaction and absence or poor performance of the attributes will diminish the customer satisfaction. Most data from
Voice of the Customer (VOC) will reflect these attributes. The price for which customer is willing to pay for a product is closely tied to performance attributes. For example, customers would be willing to pay more for a car that provides them with better fuel economy.

Excitement Attributes: These attributes are not expressed by the customers explicitly and are generally unexpected by the customers. The presence of these attributes delights the customer and results in high satisfaction. The absence of these attributes however does not cause dissatisfaction. The excitement attributes are seen to meet the latent needs of the customers. The marketers can build on these attributes to delight the customers and gain competitive advantage. A point to be noted here is that today's excitement attribute would evolve into performance attribute in near future and finally could end up as a threshold attribute. An example could be power steering in a car.

Service Quality

It is a combination of two words- Service and Quality. The term quality focuses on standard that a service generating organization promises. Like the product manufacturing organizations even the service generating organizations are found instrumental in promoting research and devising something new that makes the services schemes differentiate to the competitors and creates profitable market. Service quality is termed as the output of the service delivery system, especially in the case of pure service systems. Moreover, service

quality is linked to consumer satisfaction. Although there is no consensus in the research community about the direction of causality relating quality and satisfaction, the common assumption is that service quality leads to satisfied customers. For example – customers leaving a restaurant or hotel are asked if they were satisfied with the service they received. If they answer "no," one tends to assume that service was poor.

Lewis and Booms (1983): "service quality is measure of how well the service delivered matches customer expectations. Delivering quality service means conforming expectations on consistent basis.**"**

Gronroos (1984) : " outcome of an evaluation process , where the consumer compares his/her expectations with the service he/she perceives he/she has received."

Gefan (2002) : " service quality as a subjective comparison made by customers of the quality of the service that they want to receive and what they actually receive" .

Service quality has been defined keeping in view at least four perspectives:

(i) Excellence– Although the mark of an uncompromising student and high achievement, the attributes of excellence may change dramatically and rapidly. Excellence is often externally defined.

(ii) Value – It incorporates multiple attributes, but quality and value are different constructs—one the perception of meeting or exceeding expectations and the other stressing benefit to the recipient.

(iii) Conformance to Specifications – It facilitates precise measurement, but users of a service may not know or care about internal specifications.

(iv) Meeting and/or Exceeding Expectations – This definition is all-encompassing and applies across service industries, but expectations change and may be shaped by experiences with other service providers?

When defining the concept of service quality, one should always start with customers, as quality is the most important factor for customers and also it is their basis of their opinion, which will then result in the fact that service quality is achieved if the customer expectations are achieved.

While doing the service product design process, a significant element is the service quality, as it influences the volume of demand for a given service product, as well as customer profile of this service product. The most significant positioning tool of service providers and their offer on the contemporary service market is the service quality.

The impact of quality service on profit and financial indicators of business performance is an important aspect to understand in services marketing. Service quality must be viewed as a strategic force, but also as the key problem of service marketing management.

Asit affects the constant improvement of service performance by increasing market share and profit growth, keep in mind that service quality is a significant source of sustainable competitive advantage. This will yield an increase in financial results and will achieve sustainable competitive advantage.

Quality-based service marketing strategy is sustainable, as not all competitors can achieve the service quality expected by the consumers. Hence those service companies that base their strategies on the quality have an excellent reputation, and this feature of their quality poses a barrier to developing competitive copycat marketing strategies.

DIMENSIONSOFSERVICEQUALITY

Service quality is a perception of the customer. David Garvin in his article ' Competing on Eight Dimensions of quality' identified eight dimensions of quality applicable to both goods and services- performance, features, reliability, conformance, durability, serviceability, aesthetics, perceived quality or prestige. Later on Parasuram, Zeithmal and Berry refined the earlier factor and identified the following five dimensions of service quality as crucial.

1. **Reliability:** Reliability means the ability to perform the promised service dependably and accurately. It has the highest influence in the customer perception of quality. It includes probability, durability, and availability quality over time. When service delivery fails the first time, a service provider may get a second chance to provide the same service in the phase called 'Recovery'. The expectations of the customer are usually higher during the recovery phase than before because of the initial failure. Thus, the service provider is likely to come under greater scrutiny, thereby increasing the possibility of customer dissatisfaction. The reliability dimension, which ensures timely delivery time after time, helps the service provider to meet the customer expectations fully at the lowest level of service expectations.
2. **Responsiveness:**
   It is the willingness of the service firm's staff to help customers and to provide them with prompt service. The customers may have queries, special requests, complaints, etc. In fact, each customer may have problems of his or her own. While the front- end employee may have been trained or equipped to deliver standardized services, the customers want

them to go beyond this limit. It is the willingness to help the customer or willingness to go that extra distance that is responsiveness.

3. **Assurance:**
   It defined as the ability of the company to inspire trust and confidence in the service delivery. It refers to knowledge and courtesy of the service firm's employees and their ability to inspire trust and confidence in the customer toward the company. This dimension is considered vital for services that involve high risk as customers may not be able to evaluate all the uncertainties involved in the process by them.
4. **Empathy:**
   It refers to the caring, individualized attention the service firm provides each customer. When service provider puts himself in the shoes of the customers, he may see the customer's viewpoint better. When customers feel that the provider is making his best effort to see their viewpoint, it may be good enough for most.
5. **Tangible:** it refers to the physical facilities, equipment and appearance of a service organization's employees.

Service Quality Models –

1. **SERVQUAL model:** The GAP model was propounded by A. Parasuraman, Valarie Zeithaml, L L Berry in 1988.They identified four potential gaps in service organization that may lead to a final and most serious gap. Service gap is the difference between what the customer expected and what they perceived was delivered to them. Gap model has been further refined to identify a total seven types of gaps that can occur at various points during the design and delivery of a service.
   Now we will discuss the seven gaps in the following:

I. **Knowledge Gap:** The knowledge gap is the difference between customer needs and expectations and Management definition of these needs. In this gap, management did not aware about the expectations of the customer. The various reasons are occurred to arise the knowledge gap – there is lack of interaction between management and customers, insufficient communication between contact employees and managers, lack of marketing research, lack of marketing segmentation, focus on transactions rather than relationships etc.

II. **Standards Gap:** It is the difference between Management definition of the needs and translation into design/delivery specifications. The management does not selecting the right service designs and standards. The reasons of the standard gaps are poor service design, inappropriate physical evidence, unsystematic new service development process,

failure to connect service design to service positioning, absence of the process management to focus on customer requirements etc.

III. **Delivery Gap:** The difference between translation design/ delivery specifications and execution of design/ delivery specifications is called delivery gap or we say there is a gap in specified standard and the performance of the delivery teams on these standards. Ineffective recruitment, lack of empowerment, role ambiguity and role conflict. Inappropriate evaluation and compensation system, failure to match demand and supply are the reasons to arise the delivery gap.

IV. **Communication Gap:** when the execution of delivery and advertising and sales promotion did not match, then there exists a communication gap. It means company do not match the performance to promise made by the company. Overpromising in promotions and tendency to view each external communication as independent creates the communication gap.

V. **Perception Gap:** What is the company delivered and what customer perceived, and what they received is the main problem of perception gap. Perception gap recognizes that the customers do not always correctly understand what the service has done to them. This situation likely to occur with credence services for which it is difficult to judge service performance even after delivery.

VI. **Interpretation Gap:** The difference between advertising and sales promising and customer interpretations of communications is called interpretation gap.

VII. **Service Gap:** This gap is the most critical. This arises when the customers expectations do not match with their experience.

2. **SERVPERF model :**this model is also known as service performance created by J.J. Cronin S.A. Taylor in 1994. They claimed that the SERVEQUAL model is not approach to quality assessment. The service performance or SERVPERF measures quality as an attitude, not satisfaction. However it uses the idea of perceived service quality to leading the satisfaction. But it goes further and connects satisfaction with further purchase intensions.

3. **RATER Model:** rater model is an evaluation of SERVEQUAL model. The SERVEQUAL model is based on some gaps which result in lower than expected quality of services. The author proposed that the difference between expected and perceived quality should be evaluated in 5 dimensions:

- Reliability
- Assurance

- Tangibility
- Empathy
- Responsiveness

4. **GRONROOS model:** Grönroos identified three dimensions of service quality: technical, functional and image.

- **Technical quality** - what customer receives as a result of interaction with the company, and which is important for him/her to evaluate the quality of service.
- **Functional quality** - how the customer gets the technical outcome, which includes: communication, competence, staff, etc.
- **Image**- builds up through technical and functional perfection.

The model is a good measurement tool for quality of services assessment. However the relationship between perceived quality and customer satisfaction and above mentioned dimensions is not clear.

5. **Gummensson model :** Gummensson proposed a model of quality of service consists of perceived quality and satisfaction. He described four dimensions of quality:

- Designed quality
- Product quality
- Delivery quality
- Relational quality

6. **Importance performance model:** it was proposed by Martilla and James in 1977. The model shows results of quality evaluation on grid where one axis is Performance and the other - Importance. The evaluation depends on the quadrant in which the elements of the service will be shown. There are four possibilities:

- Quadrant1. High performance, high importance-keep up the good work.
- Quadrant2. High performance, low importance-possible over skill.
- Quadrant3. Low performance, low importance- low priority.
- Quadrant 4. high importance- concentrate here.

Telecom Industry

One of the fastest growing segments of Indian Economy is Information and Communication Technology (ICT). Liberalization of telecom sector in India aims at improving accessibility, availability, reliability and connectivity through private sector participation and to bring about much needed improvement in the quality of Service. Modern world is very complex and so is the business world. The advent of computer based communication technologies and communication network have become an important factor in global interaction. Telephone,

for example, provides the basic connection for social interaction between individuals and the linkages both within and among the nations. Today's the development of communication technology ignores the global border and reduces the world to "Global Village". Reforms of the communication technology have been expanded and enhanced information infrastructure is capable of communicating all the forms of information content. Hence, the telecommunication system has become the electronic infrastructure for transmitting all kind of information, for instance, voice, data, graphics, video, music. It is a rapidly growing medium of communication all over the world. Telecommunication sector has experienced a phenomenal global change with the liberalization and privatization of the sector, which among the service providers also opens the competition. It also opens the opportunities for the consumers to enjoy the choice.

The telecom market divides in three parts:

1. **Mobile (wireless):** it comprises establishments operating and maintaining switching and transmission facilities to provided communications via airwaves.
2. **Fixed –line (wire line):** it consists of companies that operate and maintain switching and transmission facilities to provide direct communications through landlines, microwave or a combination of landlines and satellite link- ups.
3. **Internet services:** it includes internet service providers that offer broadband internet connections through consumer and corporate channels.

Indian Brand Equity Foundation(IBEF) presents are port about telecom industry in India:

Growth in Total Subscription and Tele–Density:

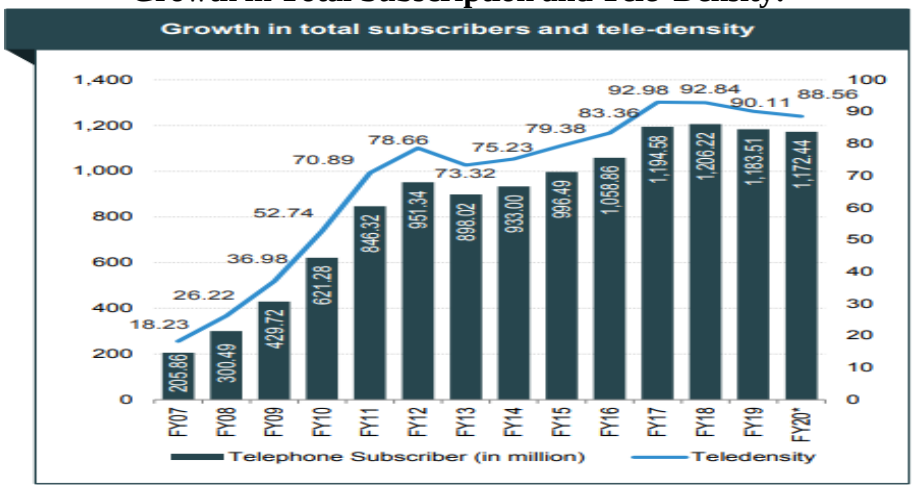

Figure1

India is currently the second largest telecommunication market and has the second highest number of internet users in the world. India's telephone subscriber base expanded CAGR of

15.69 per cent, reaching 1,183.51 million during FY07–19.Tele-density (defined as the number of telephone connections for every 100 individuals) in India, increased from 18.3 per cent in FY07 to 90.11 per cent in FY19.Totaltelephone subscriber base and Tele-density reached 1,172.44 million and 88.56 per cent, respectively, as on December 2019.

Wireless Subscriptions:

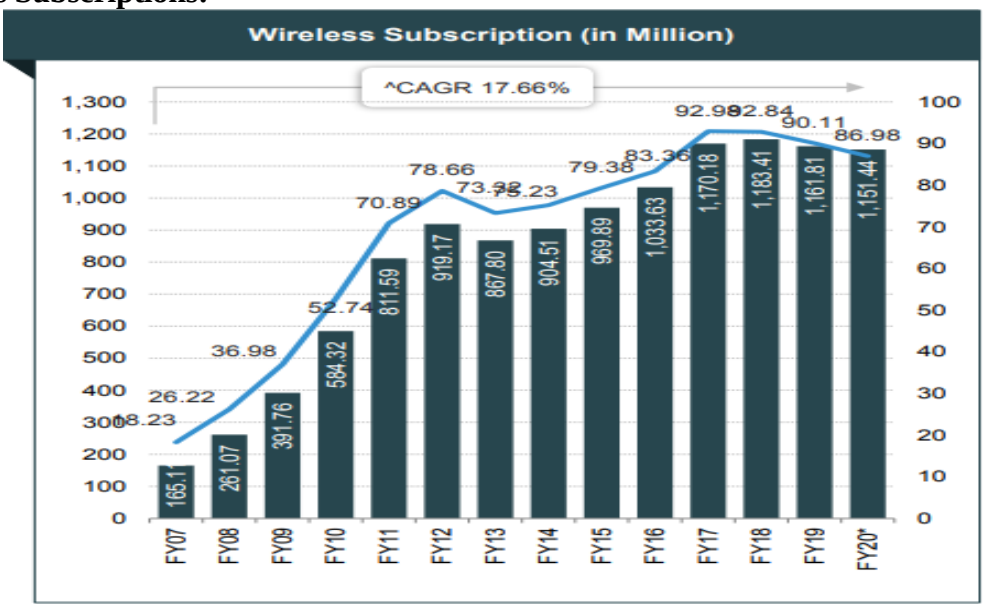

Figure2

Wireless subscriptions have grown robustly over the past few years. Between FY07-19, wireless subscriptions in the country increased at a CAGR of 17.66 per cent to 1,165.46 million. The growth in wireless subscriptions has led to a significant rise in wireless tele-density. Wireless tele-density of India has increased more than five-fold from18.23 per cent in FY07 to 86.98 per cent as on December 2019.At the end of December 2019, wireless subscriptions stood at1,151.44 million while wireless tele-density reached 86.98 per cent.

Broadband Subscriptions:

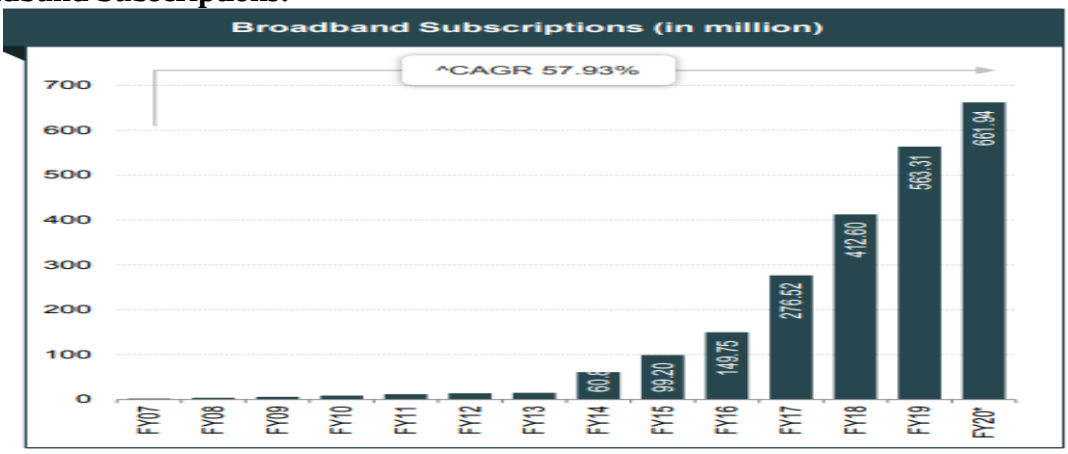

Figure3

Total broadband subscriptions in the country increased at a CAGR of 57.93 per cent during FY07–19 to reach 503.31 million. Subscriptions stood at 661.94 million, as of December 2019.The number of wired broadband subscriptions stood at 21 million, at the end of December 2019.Wireless broadband subscribers # stood at 642.80 million, as on December 2019.

Internet subscriptions:

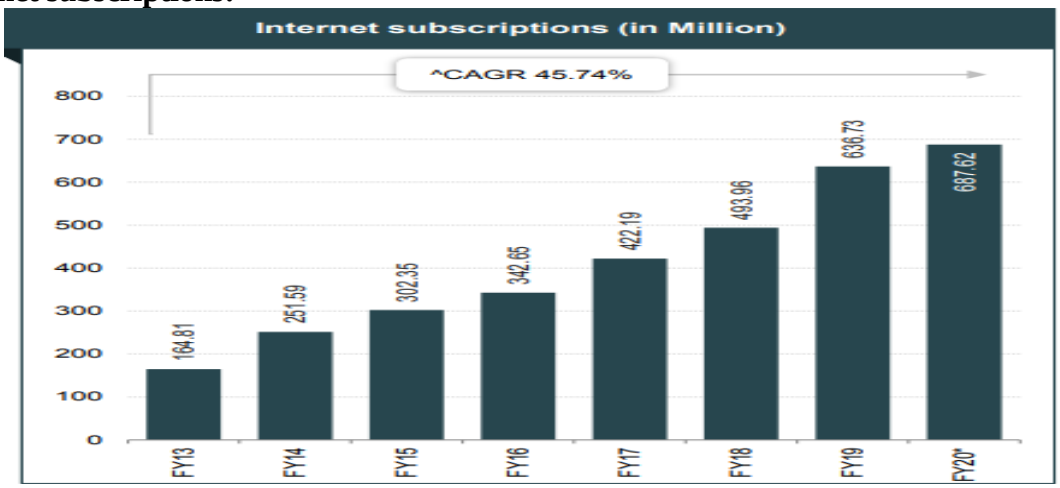

Figure4

The number of internet subscribers in the country increased at a CAGR of45.74 per cent during FY06-19 to reach 636.76 million in 2018-19.Internet subscriptions in India surpassed the 500-million mark by the end of June 2018.The number of internet subscribers in the country is expected to double by2021to 829 million. Overall IP traffic is expected to grow 4-fold at a CAGR of 30 per cent by 2021.As of 2019, India holds the world's highest data usage per smart phone at an average of 9.8GB per month. It is expected to double to 18GB by 2024.

GENERATIONOFWIRELESSPHONETECHNOLOGY

	1G	2G	3G	4G
Period	1980-1990	1990-2000	2000-2010	2010-till today
Bandwidth	150/900Mhz	900Mhz	100Mhz	100Mhz
Frequency	Analog signal	1.8GHz (digital)	1.6-2.0GHz	2-8GHz
Data Rate	2kbps	64kbps	144kbps-2Mbps	100Mbps-1Gbps
Characteristic	First wireless communication	Digital	Digital broadband,	High speed, All
			increased speed	IP
Technology	Analog cellular	Digital Cellular (GSM)	CDMA, UMTS, EDGE	LTE, Wi Fi

CHAPTER 2

Review of Literature

Various studies have been conducted from time to time at national and international level to study the various aspects of telecom industry such as service quality, customer satisfaction, customer loyalty etc. the review of literature helps to eliminate the duplication of what has already been done. The review of these studies presented in the following.

Parasuraman et al. (1988) described 22 item instrument (called SERVEQUAL) for assessing customer perceptions of service quality. This study contains 5 dimensions of service quality (tangibles, responsiveness, empathy, assurance and reliability).

Chatura Ranaweera (2007) done a research in the Telecom Sector. The topic was- Are Satisfied Long- Term Customers Were Profitable? For conducting this research, data was collected through a large scale survey of 3000 fixed line telephone customers in south – eastern England. The survey achieved a valid response rate of 15.2 per cent. There were no significant 10.05 level non respondent biases. The result ofthis result ofthis studydo not necessarily suggest that having long – term, satisfied customers will lead to lower profitability, especially given the significant costs of acquiring new customers.

Joseph Omotayo Oyeniyi, Joachim Abolaji Abiodium (2009) studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian Telecommunication Market. The contribution of this study is that switching barriers affect significantly the level of customer retention and also affect the relationship between customer satisfaction and customer retention.

Gloria K. Q Agyapong (2010) worked on the topic which was the effect of service of service quality on customer satisfaction in the Vodafone company of Ghanna . This study comprised 7,621 clients of Vodafone (Ghanna). This company was chosen because as of the time, data was collected, the state had a major stake in the company. The main instrument for data collection was the questionnaire and the questionnaire was developedon the stated hypothesis and SERVQUAL model. This study finds there is a relationship between service quality and customer satisfaction.

Ishfaq Ahmed, Muhammad Mussart Nawaz (2010) conducted a study in the telecom sector (only cellular companies) of Pakistan. This study includes the relationship of service quality with customer repurchase intentions. In this study data were collected from

331 young mobile users and correlation and regression analysis were used to analyze the data. This study finds that if the companies want to retain their customers and their future

positive repurchase intentions, they have to satisfy their customers at first preferences.

Dwivedi (2010) established that there are approximately 11.05 million internet subscribers in India. This number will keep on increasing as the coverage of telecom will keep on expanding. Introduction of the latest technology will also enhance awareness about the internet and its used. Mobility and Data exchange can change their life. This is only possible when we can explore and understand the role of niche operators in providing telecom services in rural areas.

Biljana Angelova, Jusuf Zekiri (2011) done a research on customer satisfaction with service quality using ACSI model. The researcher used the quantitative data collection methods to collect the necessary data. They used a structured questionnaire with the close – ended questions to customers. Out of 1150 questionnaires, 1048 were analyzed using excel and SPSS 17 to administer this study. This study finds that customers were not satisfied with service quality offered by the mobile operators. Companies can benefit from the fact of knowing how customers perceive the service quality and knowing the way of how to measure service quality.

Siew – Phaink Loke, Anankule Adegbite Taiwo, Hanish Mat Salim and Alan G. Downe(2011) conduct a research in Malasia to examine the impact of several product and service delivery factors on reported levels of service quality with in a single GSM provider . In this study 200 consumers are taken as sample - 119 female and 81 male consumers. This study suggest that training programs should be tailored equip staffwith necessary skills to better serve the customers and ultimately to remain competitive in the market.

Kazi Omar Siddiqi (2011)conduct a study (Inter relations between service quality attributes, customer satisfaction and customer loyalty in the Retail Banking Sector in Bangladesh). The purpose of this study is to find the interrelationships between service quality attributes, customer satisfaction and customer loyalty in the retail banking sector in Bangladesh.

Kajale A. Ramesh (2012) focused on understanding consumer needs and wants with the help of relationship marketing. Relationship Marketing helps in understanding customers and thus aids in customizing products and services from them. It helps in handling unpredictable demands of customers. It is one of most powerful strategy to upbeat competition.

Muhammad Alshurideh, Ra'ed (Moh'd Taisar) Masa'deh,Barween Alkurdi (2012) conduct a study. The purpose of their study is to investigate the relationship between customer satisfaction and customer retention in Jordanian mobile market. The result of this study indicate that customer satisfaction directly affects customer retention and leads

customers to make repeat purchases and also explores the relationship between customer – supplier relationship duration and customer satisfaction.

Prof. Dr. Muhammad Ehsan Malik, Muhammad Mudasar Ghafoor, Hafiz Kashif Iqbal (2012) examined the effect of service quality, price and brand image on the customer satisfaction. The survey has two parts in this research- Demographic and Subjective section. 200 questionnaire were distributed among students, employees, businessman and professors. This study results that brand image, service quality and price are correlated to customer satisfaction.

Mishra (2013) suggested that the concept of ―Blue Ocean‖ strategy can be applied tothe Indian .to the Indian Telecom industry. Lear and uninterrupted network, ~~qualityof~~quality of service, network coverage in farthest of regions, value for money and economic VAS are critical factorsforthesuccessoftelecomserviceproviders.Alargeportionofruralmarketisuntapped along with urban and semi-urban areas. This strategy can be used to enhance competitiveness in penetrating markets both existing and new.

The research study of G.S Popli and Manish Madan (2013) provided Determinants of Customer Satisfaction in Telecom Industry - A Study of Indian Telecom industry The purpose of this study is to find out those determinants and factors which it can affect and have an impact on the satisfaction level of customers in the telecom industry in the National Capital Region of Delhi, India especially the cellular sector. By satisfying the customers, the organization can maximize the number of users. The main objective of this kind of study is to search and find the factors influencing the satisfaction level of the customers in the telecom industry. The study has identified major six factors through which are responsible for customer satisfaction in telecom industry.

Anantha Raj A. Arokiasamy, Dr. Abdul Ghani Kaneshabin Abdullah (2013) using SERVQUAL model, this study attempts to examine the impact of service quality dimensions on customer satisfaction. 225 current users of a GSM provider participated in this study. The research explained that the management's strategy should be directed to focus on improving customer responsiveness to strength loyalty. This study examined service quality factors in only two cellular telecommunication service providers in Penanag.

Majed Radi Al- Zoubi (2013) worked on service quality effects on customer loyalty among the Jordanian Telecom Sector "Empirical Study". This study aims at to find out the level of SERVQUAL offered by the Jordanian Telecom companies to customers in the Jordanian market. This study suggest that telecom management should focus on improving customer relationships through continuous improving in service quality as a competitive policy in the

Jordanian telecom market.

Khushboo Marwana, Nidhi Sharma and Swaranjeet Arora (2014) focus on factors influencing consumer brand switching behavior in telecom industry. For conducting this research, the researcher chooses the convenience sampling and takes a sample of 100 respondents of Professional Institutes pursuing graduation from Indore city. Kaiser- Mayer-Olkin(KMO), Bartett's test, factor analysis and t–test was used for analysis. Thestudy reveals that value added services and pricing strategies are the two important factors that influence the consumer behavior while switching the brands in telecom sector.

Dr. Moeed Ahmad Sandhu, Syeda Shawana Mahasan, Asad Ur Rehman, Saira Muzaffar(2016**)** in their research used the sample size of 300 mobile users having different networks in Sahiwal city. Primary data is collected through interviews and questionnaires. And ANOVA test, Regression and Correlation was used to analyze the data. The results of ANOVA indicate that physical aspects, empathy, & price fairness have no relationship with customer satisfaction and 95% customers are satisfied with their respective networks.

CHAPTER 3

Research Gap

The most central part of the link between service providers and customers is that the service providers are short on an in – depth insight into consumer preferences. If the customers are not satisfied, they will not make a repeated purchase and also inform others regarding their negative experiences. This will generate problems for telecom companies. Besides, there was no particulars study on 4 G companies in Himachal Pradesh. This study will cover a lot of information about the 4G telecommunications in the areas of Himachal Pradesh.

Research issues:

This study will deal these issues- what is the relationship between service quality and customer satisfaction in 4 G provider companies? , what are the key dimensions in service quality in telecom sector? , which aspect of service quality impact on customer satisfaction?. This study will compare the service quality perception of customers across in 4 G provider companies.

CHAPTER4

Objectives of the research

Objectives of the research:

1. To identify the key dimensions of service qualityin4G telecom service providers.
2. To study the level of customer satisfaction in 4G telecom service providers..
3. To compare the service quality perception of customers across in 4G provider companies.
4. To study the relationship between customer's perception of service quality and demographic variables.
5. To discover which facet of service quality has significant effect on customer satisfaction.

CHAPTER 5
Proposed Methodology

Proposed Methodology:

1. **Data collection:** Data was collected by primary and secondary sources. Primary source will be a pre designed questionnaire which relates and validates the research objectives. And secondary sources will be including journals, magazines, annual report of companies and different national and international websites.
2. **Sampling Technique:** Sampling technique adopted for the study will be Non Probability Purposive and Conveniences sampling.
3. **Samplesize:**1000 sample units drawn from the 4G users in Himachal Pradesh.
4. **Data analysis and interpretation:** As per the requirements of the data, suitable statistical tools will be used for analyzing the data. Foe example: t- test, correlation analysis etc.

Research Plan Schedule:	
Research Activity	**Progress in Months**
Course Work	July2018-Dec.2018
Literature Review	Dec. 2018-March2019
Identification of Research Gap	March2019-June2019
Methodology Development Synopsis prepration	June2019-Dec.2019
Synopsis Submission	Jan2020-June2020
Questionnaire Design	June2020-Aug.2020
Data collection and Research, Data analysis and calculation	Aug.2020-Feb. 2021
Pre- Submission Presentation	Aug.2020
Thesis Submission	Jun-21

Thesis outline:

Chapter 1: This chapter includes Introduction of the customer satisfaction, service quality and introduction of telecom industry in India, objectives of the research, needs of the study.
Chapter2:This includes Literature Review related to particular research topic.

Chapter3: This chapter will provide details about the Data and Research Methodology used for research.
Chapter4: This chapter will deal with the interpretation and analysis of data collected.

Chapter5: This chapter will contain the results, implications, summary, and conclusion of the research study.

Limitations of the study:

The study is mainly concentrated on 4G providers companies. This study covers only 4G users customers, not all telecom users. Therefore, the results of the study may not be the representatives of all the telecom companies.

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CERTIFICATE

(SYNOPSIS APPROVAL CERTIFICATE)

This is to certify that synopsis for Ph.D. Thesis titled, "**CUSTOMER SATISFACTION AND SERVICE QUALITY OF 4G TELECOM SERVICE PROVIDERS IN HIMACHAL PRADESH**", submitted by **Rashmi Pathania (H13179)** to the Career Point University, Hamirpur (H.P), India in partial fulfillment of requirements for the degree of **DOCTOR OF PHILOSOPHY** in the Department of Commerce and Management, **School of Management Studies & Liberal Arts** has been approved by the Research Advisory Committee (RAC) after an Oral Examination of the student on dated 12 Dec 2023

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